

Sheridan Books Presents ...

# FRONT MATTER

## 2009 Year in Review

**W**ith you as our focus, many changes took place at SBI in 2009. These changes were made in order to meet your needs and bring you increased satisfaction, reliability, and quality. Some of the more prominent changes made in 2009 include:

**Closed Loop Color Management**—SBI installed closed-loop color management systems on its color presses in February. This system provides accurate and consistent color quality throughout the run and improves press efficiency and the ability to turn projects quickly.

**New Color Press**—SBI recently purchased a second eight unit Heidelberg Perfectioner Press and installation preparation is underway. This press will be up and running in the first quarter of 2010 bringing increased capabilities and capacities for color text and component printing.

 **Proofing Change**—Midyear SBI revised its color proofing procedures no longer requiring you to return the color proof sent to you if 1) your proof is approved without changes, or 2) your proof has corrections and you send us a new replacement file that includes all corrections. With these changes you can avoid the postage costs associated with returning the proof and your pro-

ject is placed back into production immediately, saving you time and money.

Other exciting news from 2009 includes:

**Digital Print Advantage Celebrated Its One Year Anniversary**—SBI's DPA program celebrated its one year anniversary in May with over 170 customers having experienced the advantages of having the ability to print books digitally on demand.

**Cycle Time**—The average YTD cycle time through November was 17.7 days. Compared to the similar time frame in 2008 it is down 2.4 days from 20.1. During the same time frame in 2007, this time is down 3.2 days as SBI's average cycle time was 20.9 days. This is in part due to our automation initiative on the front end.

**% of Jobs Shipped on Time**—The average YTD percentage of jobs shipped on time through November is 96.7%. Compared to the similar time frame in 2008 this is 2.0% higher from 94.7%. During the same time frame in 2007, this number is up 4.5% as SBI shipped 92.2% of jobs on time.

**Superior Customer Satisfaction**—Customer satisfaction, which is measured through our quarterly customer surveys, reached an all time high in

2009. Thank you for your continued support of Sheridan Books and for sharing your comments with us as they are used as a basis for our continuous service improvement initiatives such as those mentioned above.

**Looking Forward**—2010 marks the 60<sup>th</sup> anniversary of Sheridan Books since it first opened its doors and has evolved over these years as you have evolved. 2010 will bring more changes and challenges to our industry. We look forward to navigating these new waters together and contributing to your success.

Happy Holidays and Happy New Year!

 Looking to reduce costs? Just look for this yellow symbol to find money saving ideas.

### Inside This Issue:

BookBuilder—Template Creator	2
DPA Quick Start Video Guides	2
Quick Response Codes	3
Platesetter Upgrade at SBI	3
What Automation Can Do For You	4

## BookBuilder: Custom Template Creator—Coming Soon

Coming soon to the SBI website is a custom template creator called BookBuilder.

The BookBuilder program allows you to build a custom template for your paper and case bound projects. By entering a book's trim size, page count, and text stock's ppi you can generate paper cover, printed case, stamped case, and dust jacket templates.

The templates can be downloaded as either a PDF or InDesign file. There is even a preview option that shows the calculated specifications without having to download a template.

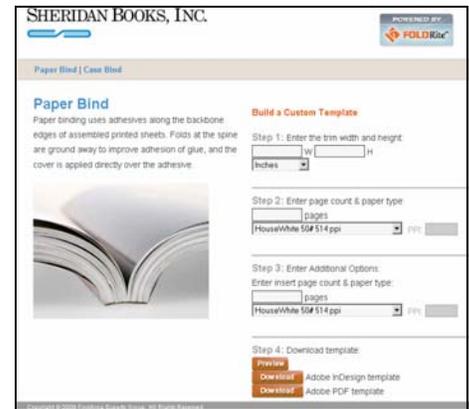
The case bind template creator has additional options for flatback, 3-piece spine wrap, and custom jacket flap size to ensure the template generated is accurate for your project.

Does your project have an insert? Not a problem, there is a place to enter the page count and text stock's ppi for inserts too.

When setting up your cover files, remember to keep all type and non-bleeding images 1/4" away from all trim edges and that SBI requires that all bleeds extend 1/8" beyond trim edges.

Updates are currently being made to

our existing website (as described in the September issue of *Front Matter*) and will be launched later this month at which time the BookBuilder program will be available for your use.



## Digital Print Advantage Quick Start Video Guides



Sheridan Books has created Digital Print Advantage video quick start guides to walk you through the process of uploading your files for building your title library and placing an order.

**DPA File Submission Video**—From entering your projects specifications, to uploading your files, to ordering a book proof, the DPA File Submission video will guide you through the steps necessary to submit your files for digital printing. To view this short video guide cut and paste the following link into your Internet browser's address bar: <http://www.sheridanbooks.com/Captivate/dpasubmission.swf>

**DPA Place Order Video**—From selecting the title you wish to order to entering a ship to address or selecting an address from your contact list, the DPA Place Order video will guide you through the steps necessary to place a digital print order after your files have been established in your DPA E-Warehouse Title Library. To view this short video guide cut and paste the following link into your Internet browser's address bar: <http://www.sheridanbooks.com/Captivate/dpaorder.swf>

**What You Need**—You will need Adobe Flash Player to view these videos. Get the latest version for free on Adobe's website at <http://get.adobe.com/flashplayer/>.

These videos do have sound so turn up your speakers and follow the links above to begin watching.

If you have additional questions or would like to learn more about Digital Print Advantage and the advantages it can offer you contact your SBI Sales Representative today!

## Quick Response Codes—Coming to a Book Near You?

Quick Response (QR) codes are a kind of two-dimensional barcode that contain much more data than a traditional barcode and can be scanned by a mobile phone (if code reading software is installed on the phone).

QR codes were invented in Japan in 1994 by Denso Wave Corp. with the intention of allowing its contents to be easily interpreted by scanners and decoded at high speeds. QR codes were first used for tracking parts in vehicle manufacturing but are now appearing in newspapers, magazines, posters, direct mail, and other applications aimed at mobile phone users.



“By simply pointing your phone at a code and taking a picture you can instantly connect to a URL, or web address. Anything that is built behind that URL is immediately in the hands of the consumer, be it a screensaver, video clip, audio, information, game, promotion – anything, anytime.”

With the growth of cell phone usage going beyond just being able to make phone calls to allowing text messaging, internet browsing, listening to music, checking email, taking pictures, and reading books, QR codes offer a quick way to get multi-media content related to your print content (book) in front of consumers using a device that they already have in their pocket or purse.

Just imagine giving consumers the ability to scan a QR code on your poster or promotional piece that directs them to a site where they can download a chapter of your latest book or buy it online...the possibilities are endless.

QR codes are growing in popularity in Japan and have already made a few appearances in the United States.

Sources:

*Cracking Quick Response Codes*, by David Mendell, January 12, 2009, [www.adweek.com](http://www.adweek.com)

*The Lowdown on QR and DataMatrix Barcodes*, Mark Hendrickson, February 6, 2009, [www.mobilemarketer.com](http://www.mobilemarketer.com)

*QR Code*, [www.wikipedia.org](http://www.wikipedia.org)

## Very Large Format Platesetters Upgraded at SBI

### Platesetter Upgrade

SBI has recently procured two new SCREEN PlateRite Ultima 2400SD Z Model Thermal platesetters to replace two existing five-year-old platesetters. The first of the new SCREEN platesetters was installed during the first week of December and is functioning smoothly. The second platesetter is scheduled for installation the week of December 21st.

**Benefits**—The new SCREEN platesetters will help SBI better serve the increased demands for throughput by improving the automation, integration,

and simplification of our Very Large Format (VLF) plate processing. These improvements will increase capacity and productivity in the plate room. Additionally, the ability to process both VLF plates and smaller size plates will provide redundancy across all platesetters.



SCREEN PlateRite Ultima 2400SD Z Model Platesetter

### Prinerigy Upgrade

To support the new platesetters, SBI has also invested in a significant upgrade to the Prinerigy system hardware.

**Benefits**—The new system will improve file processing times from Prepress to the platesetters, integrate the CIP3 workflow with the plating process, and communicate output with the Prepress Prinerigy systems to trigger automated archiving.

This investment also includes an upgrade to the archiving system hardware to ensure compatibility with future versions of Prinerigy.

*Sheridan Books, Inc. is a custom book manufacturer providing professional publishers and self-publishers complete book manufacturing services. Available printing options include sheet-fed and web offset printing, and Digital Print Advantage. SBI offers one-color through four-color text and component printing capabilities. Multiple in-house binding styles include soft-bound and hard-bound. With superior customer service, high-quality products, reliable on-time delivery, and competitive pricing, SBI is dedicated to helping publishers achieve their goals from beginning to end. Sheridan Books is a division of The Sheridan Group (Hunt Valley, MD).*

#### Upcoming Events

**March 8-10, 2010**—Publishing Business Conference and Expo, New York, NY

## What Automation Can Do For You—Part III of III

This is the final article in a three part series on automation in the printing industry and the implications and benefits it has for you.

In the first article we gave an overview of automation in the printing industry, how you can help us help you, and your benefits of automation. In the second article we looked at how SBI evaluates files and the most common issues with files.

In this article we will discuss ways you can check your files for the most common issues noted in Part II (missing fonts and low resolution images) before sending them to SBI.

**Check For Missing Fonts**—If using Adobe Acrobat, the File Properties will list the fonts that are used and show if

they are embedded or subset. To avoid missing fonts, always make sure to fully embed your fonts during PDF creation. If the fonts are not embedded, the PDF file will need to be recreated to avoid production delays.

#### Check For Low Resolution Images—

Acrobat 8 and 9 offer a very robust preflight feature. From the menu bar choose Advanced > Print Production > Preflight. From here a profile can be created that will allow you to check the resolution of your images. SBI has a guide located on our website on Adobe Distiller options that can aid you in creating your profile. For further information on how to check your image resolution you can refer to the Acrobat user's guide.

Remember, SBI recommends a minimum image resolution of 200dpi for halftones and 600dpi for line art images. If the images in your files have lower resolution than this and are okay to print that way, let us know in advance to avoid disruptions or delays.

 **Your Benefits**—The more you tell us, the better we can serve you while reducing costs, reducing time, and ensuring a quality product that meets your every expectation.

Detailed information for preparing your electronic files and valuable reference material for your project can be found at [www.sheridanbooks.com](http://www.sheridanbooks.com).

SBI is FSC certified!



The mark of responsible forestry.  
SW-COC-003264

© 1996 Forest Stewardship Council A.C.

## SHERIDAN BOOKS, INC.



100 North Staebler Road  
Ann Arbor, MI 48103  
Phone: 734-475-9145  
Fax: 734-475-7337

Email: [info@sheridanbooks.com](mailto:info@sheridanbooks.com)  
[www.sheridanbooks.com](http://www.sheridanbooks.com)

But words are things,  
and a small drop of ink,  
Falling, like dew,  
upon a thought, produces  
That which makes thousands,  
perhaps millions, think.

Lord Byron